

Statistics

Population (2003)

Arkansas:	1,575,512	metro	(0.7% of total U.S. metro)
	<u>1,150,202</u>	non-metro	(2.3% of total U.S. non-metro)
	2,725,714	total	

United States:	241,395,996	metro
	<u>49,413,781</u>	non-metro
	290,809,777	total

Farm-Related Employment (2000)

Arkansas:	324,228 jobs	(21.7% of total Arkansas employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Arkansas:	47,483	(2.2% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Arkansas:	305 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Arkansas:	\$5 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): # 13

Top 5 Agricultural Commodities (2002)

Broilers	1,743,873	13.0
Soybeans	493,163	3.7
Cattle and calves	409,274	1.1
Rice	364,862	43.3
Cotton	331,139	8.6

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Arkansas: \$5.7 million
United States: \$812.2 million

Farmers Markets (2004)

Arkansas: 28
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Arkansas: \$136,000
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Arkansas: 24,780 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Arkansas: 0
Total: 96

Marketing Products and Services

Specific to Arkansas

AMS Helps Conduct Marketing Workshop

In October 2004, AMS helped train minority and limited resource vegetable and specialty crop cooperative members to increase direct sales to local and commercial markets. The workshop is part of a project jointly funded by AMS, the Arkansas State Plant Board, Central Arkansas

RC&D, Winrock International, and vegetable cooperative members.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$60,000 was awarded to the Arkansas State Plant Board, in cooperation with Winrock International, to assist newly-formed vegetable cooperatives in southeast Arkansas identify and pursue opportunities to sell produce in commercial and local markets.
- In 2004, \$68,000 was awarded to the Arkansas State Plant Board, in cooperation with Winrock International, to assist newly formed vegetable cooperatives in southeast Arkansas in identifying and pursuing opportunities to sell produce in commercial markets.
- In 2002, \$98,000 was awarded to the Arkansas State Plant Board, in cooperation with Winrock International Institute of Agricultural Development, and the University of Arkansas Extension Service, to assist small vegetable cooperatives in the Delta to increase direct sales to local markets by providing management and marketing training to cooperative members.

Regional Interest

Minority Outreach Program Benefits Arkansas Farmers

In June 2004 AMS, as part of Project: United Exports, conducted a presentation at USDA Headquarters, entitled *Farming: A Family Business*. Peter Williams, owner of Resource One Nursery of Lettsworth, LA, and his family were featured in the presentation. Williams is a member of the Tri-State Stakeholders, a consortium of farmers from Mississippi, Louisiana, and Arkansas organized to build and establish a unified produce and livestock marketing strategy that will increase production and quality for current domestic markets. He is a “leader” farmer whose firm was named the Small Business Administration’s 2001 Minority Service Firm. He presented information on ways in which Arkansas, Louisiana, and Mississippi farmers can take part in the efforts initiated by USDA and Marriott to increase opportunities for minority farmers. The Williams children gave a presentation on their hardwood seedling tree business. Project: United Exports helps small and minority farmers to find global markets for their products.

Minority Farmer Workshop for Arkansas Farmers

In February 2002 a workshop entitled *Minority Farmers: Addressing Industry Needs and Standards* was held in Tallulah, LA. The workshop is a joint venture of AMS, Northeast Louisiana Farmers and Land Owners Association, the University of Arkansas, Alcorn State University, and, Southern University. The workshop is being held in conjunction with Project: United Exports, an AMS program that assists minority, small, and disadvantaged farmers participate in the export market. Tallulah was selected as the location for the workshop because of its easy access for farmers in nearby Arkansas and Mississippi as well as Louisiana. More than 100 farmers attended.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed

by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms, published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.